Mercedes-Benz Classic

Press release
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Digitally experience Mercedes-Benz Classic in new dimensions

- **Mercedes-Benz Heritage GmbH and Roarington AG sign a letter of intent for enhanced cooperation**
- **World's oldest luxury automobile manufacturer is exploring digital presence in the Roarington metaworld**
- **Experience the Mercedes-Benz Museum in even more variety with virtual formats**

Stuttgart. Take part in a historic race with the Mercedes-Benz 300 SL Gullwing, visit exhibitions and experience iconic vehicles digitally – this could become a reality for fans of Mercedes-Benz classics in the near future. The Classic Car Trust (TCCT) is the initiator of the digital platform "Roarington" for classic automobiles. The aim is to experience mobility culture in virtual space. By signing a letter of intent, Mercedes-Benz Heritage GmbH together with Roarington AG are currently laying the foundation for this. That includes a project to create a digital twin of the Mercedes-Benz Museum and integrate it in the existing Roarington world.

"With over 13 million visitors since its opening in 2006, our Museum is one of the most famous and popular automotive museums in the world. We aim to develop this further as a concept and, looking to the future, in the digital sphere as well. Our partner Roarington is currently creating a platform for the digital image of the real world surrounding classic automobiles and their protagonists. Integration in the Roarington luxury automobile metaverse offers us a whole new dimension when it comes to presenting Mercedes-Benz Classic. In the literal sense, we can expand our digital potential."
Marcus Breitschwerdt, CEO of Mercedes-Benz Heritage GmbH

"Roarington combines automotive heritage with state-of-the-art technology, creates new possibilities for collectors and ensures that these iconic vehicles remain relevant and fascinating for future generations. Roarington is the place where the legendary treasures of automotive history meet the streets and racetracks of the future. It is a place where the global classic car community can experience its passion for times gone by in a completely new dimension."
Fritz Kaiser, founder of The Classic Car Trust and chairman of Roarington

The virtual world of Roarington (www.roarington.com) positions itself as an innovative digital platform for a global community of collectors and enthusiasts, providing a fascinating atmosphere of culture, art, luxury products and classic vehicles. An exhibition area offers the opportunity not only to view classic vehicles but also to interact with them or even get behind the wheel. A media house

*Further information on the official fuel consumption and the official specific carbon emissions of new passenger cars can be found in the "Guidelines on Fuel Consumption, Carbon Emissions and Electricity Consumption" for new passenger cars, which is available free of charge at all points of sale and from Deutsche Automobil Treuhand GmbH at www.dat.de.

contains articles, analyses and insights on classic automobiles. In a marketplace, classic cars from both the real and virtual worlds can be bought and sold.

The history of the company and brand at the Mercedes-Benz Museum
In the future, the physical permanent exhibition at the Mercedes-Benz Museum, with 160 vehicles and some 1,500 additional exhibits, will also be supplemented with additional digital content and presentation forms. With virtual tours and 360-degree walkthroughs, the Mercedes-Benz Museum already offers various digital experiences today. A replica of the Museum in Roarington can serve to broaden and intensify this brand experience in the digital space.

Whether analogue or digital, the core concept of Mercedes-Benz Heritage GmbH remains unchanged: linking automotive history with contemporary history while communicating forwards: with the relevance of the past and present for the future.

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Press photos and other press releases: Media.mercedes-benz.com/content/classic
Additional research and multimedia material: mercedes-benz-archive.com/museum

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Captions

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Key Visual Mercedes-Benz Museum 2024 (photo signature of the Mercedes-Benz Classic Archive: D836097)